

1/11

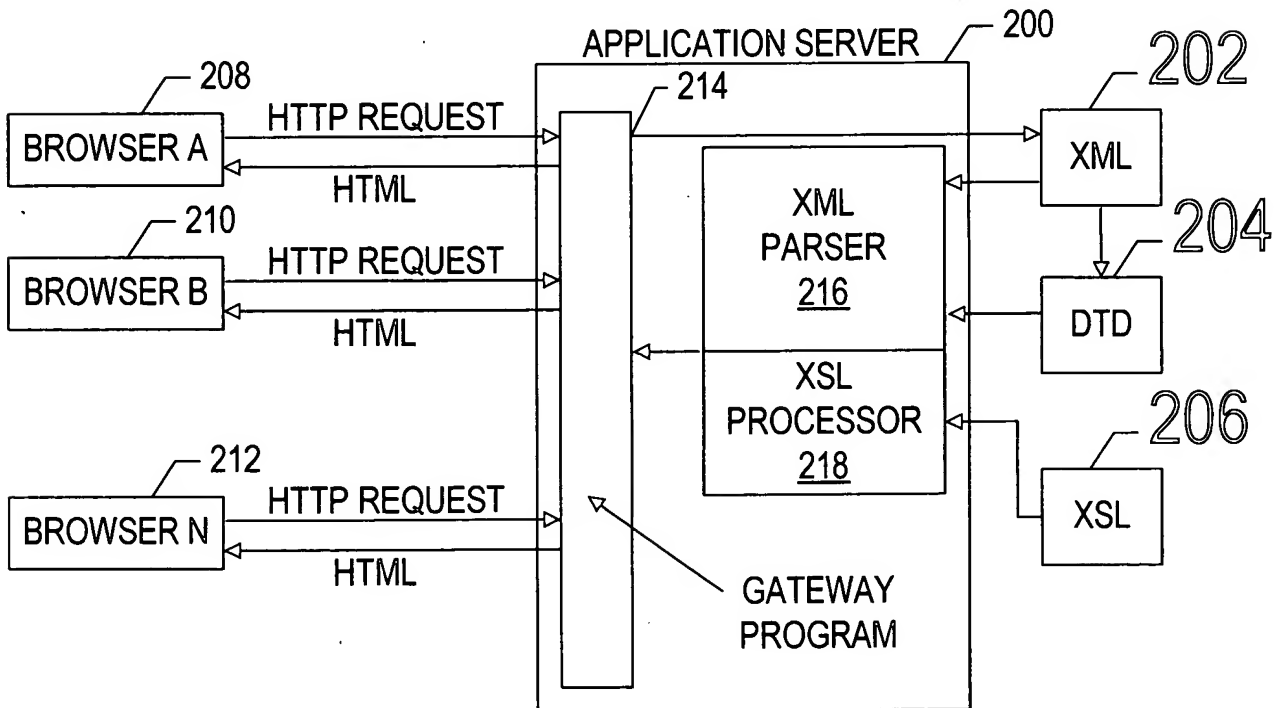
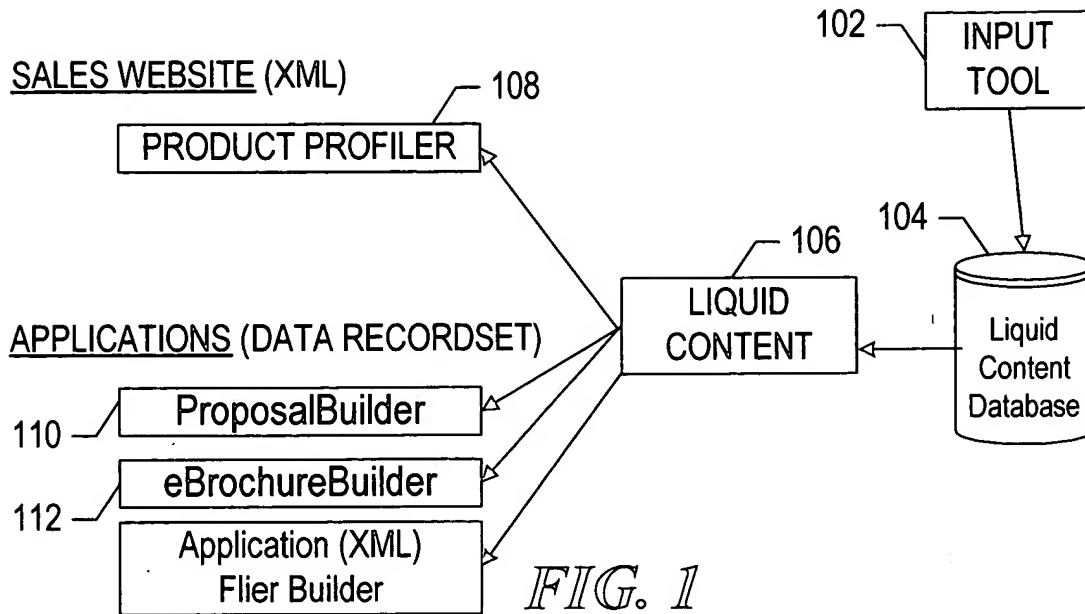
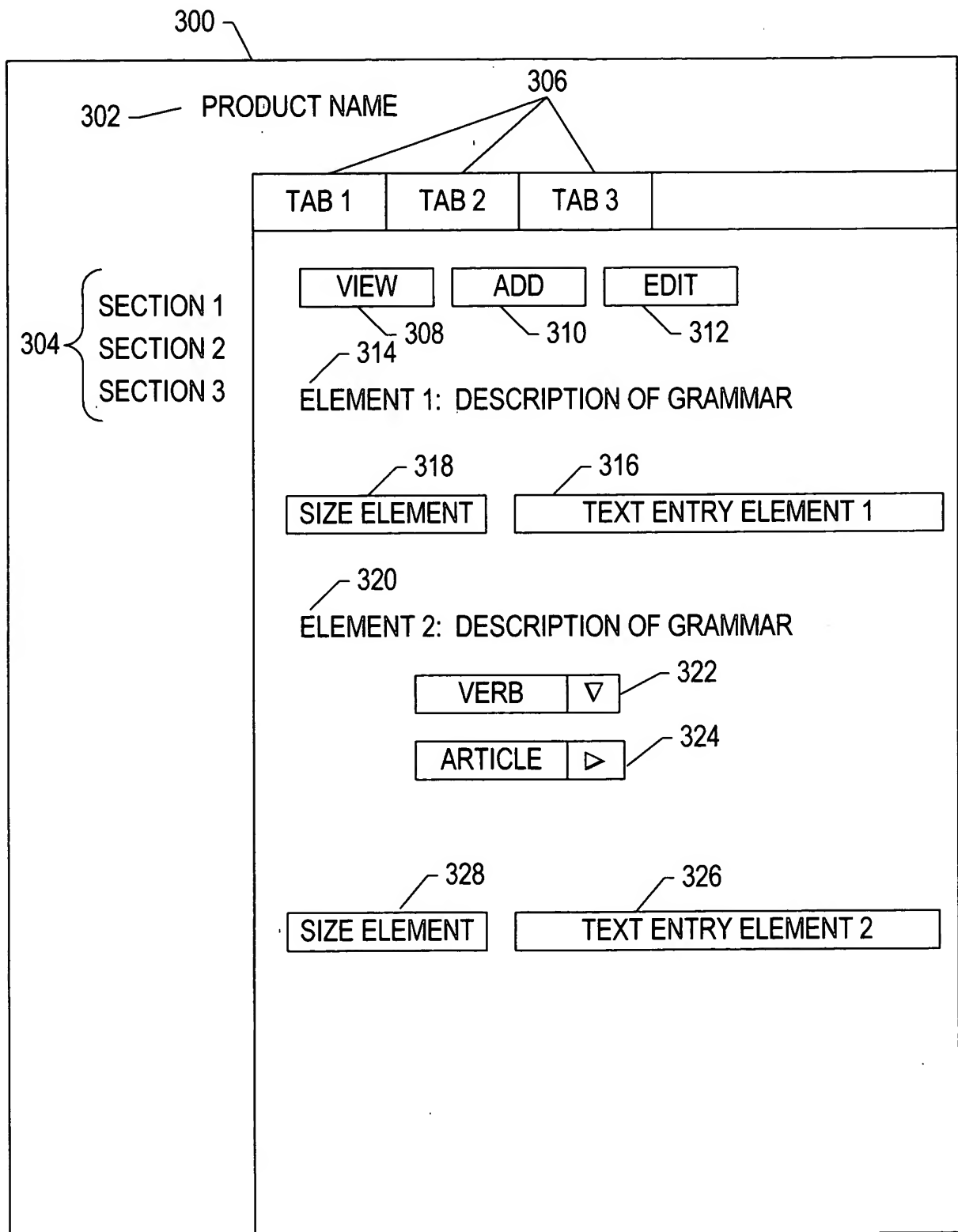


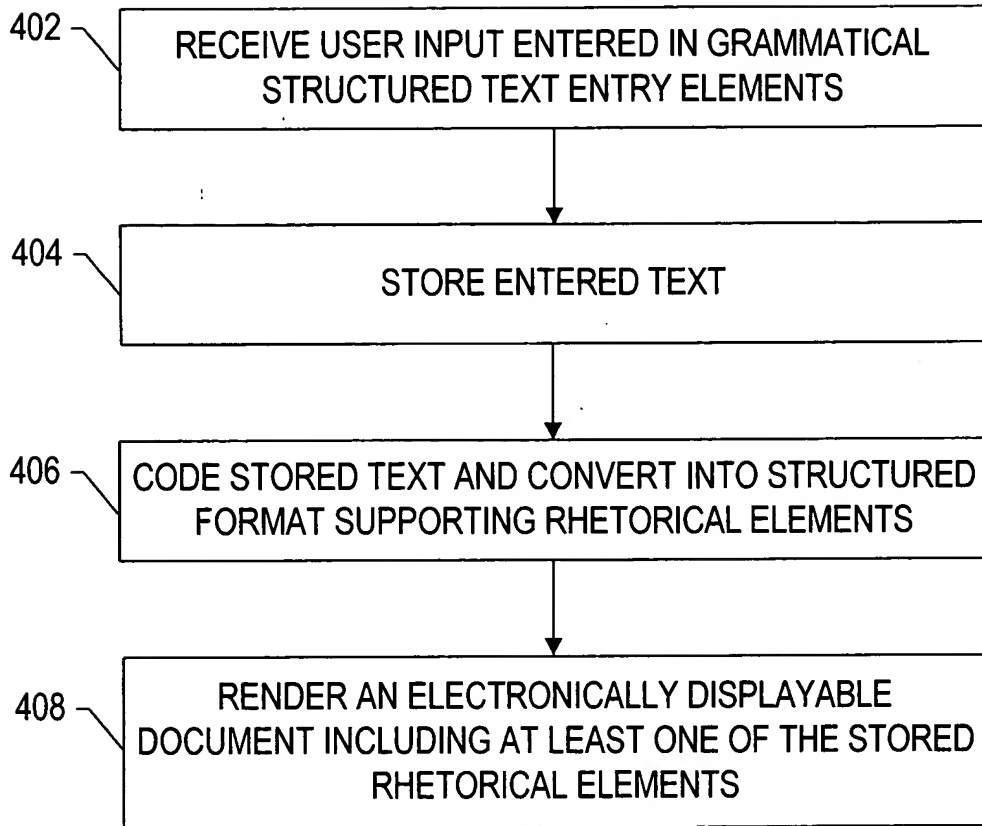
FIG. 2

2/11



**FIG. 3**

**3/11**



**FIG. 4**

4/11

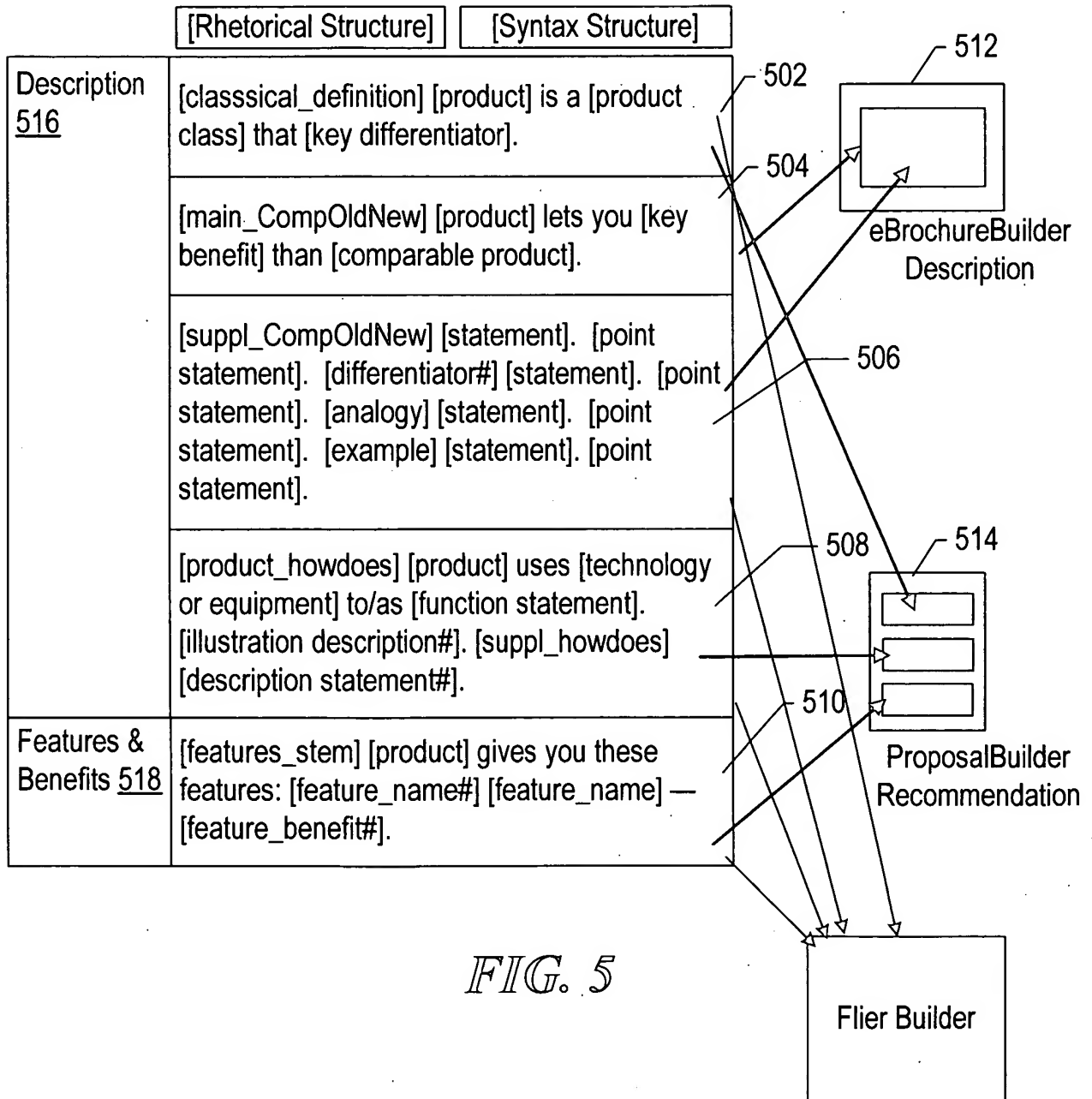


FIG. 5

5/11

600

#### Technical XML Structure (Code)

```
<?xml version="1.0" encoding="iso-8859-1" ?>
<Product_Profile>
  <Product id="1">
    <Region>
      <PAC>
        <Product_Name>DSL Internet</Product_Name>
        <Expanded_Product_Name>Digital Subscriber Line (DSL)
          Internet</Expanded_Product_Name>
        <Updated_Date>2002-01-24</Updated_Date>
        <Updated_Time>13:54:00</Updated_Time>
        <Description>
          <Classical_Def>
            602 — <Class_Description>high speed, point-to-point digital
              connection </Class_Description>
            604 — <Product_Description>uses regular telephone lines to
              simultaneously transmit voice and
              data.</Product_Description>
            606 — <Comp_Old_New>DSL Internet allows you to connect to the
              Internet at speeds 50 to 200 times faster than a 28.8
              kbps modem.</Comp_Old_New>
          </Classical_Def>
```

#### Layout in XSLT

SBC Pacific Bell <Expanded Product Name> is a <Class Description> that  
<Product Description>. <Comp Old New>

#### Actual Output

SBC Pacific Bell Digital Subscriber Line (DSL) Internet is a high speed, point-to-point digital connection that uses regular telephone lines to simultaneously transmit voice and data. DSL Internet allows you to connect to the Internet at speeds 50 to 200 times faster than a 28.8 kbps modem.

**FIG. 6**

6/11

## XML Structure

### Managerial Content - Content Delivery Networking

```
<Classical_Def>
  <Product_Verb>is</Product_Verb>
  <Product_Article>a</Product_Article>
  <Class_Description>combination of equipment and
managed network services</Class_Description>
  <Product_Relative_Pronoun> that </Product_Relative_Pronoun>
  <Product_Description> greatly improves the performance of
content - rich network applications such as web-portal or
video applications</Product_Description>
  <Comp_Old_New>Content Delivery Networking
(CDN) accelerates content delivery to provide maximum
availability .
(CDN) provides the intelligence necessary to efficiently
manage and distribute that content.</Comp_Old_New>
  <Teaser_Grabber>Looking for more efficient content
management?<Teaser_Grabber>
  <Diffs>CDN adds a layer of intelligence to your IP
infrastructure to help optimize web site performance,
deliver content efficiently, ensure content availability and
security, and scale web sites and content-delivery systems.
</Diffs>
  <Diffs>CDN equipment intelligently determines how to best
serve a user's content request. <Diffs>
  <HowDoes>
    <Product_HowDoes>CDN pre-populates frequently-
accessed content--traditionally stored and served
from a central location--at various branch
locations.</Product_HowDoes>
    <Product_HowDoesExp> When a user at one of the
branch locations requests that content, CDN
equipment determines the best-site--based upon user
location and site and network loads--to send that
content, and checks to see if the local version of that
content is the most current version. If not, CDN
equipment refreshes the content. If the local version
is current, then the content is delivered to the user
from the local system. </Product_HowDoesExp>
  </HowDoes>
</Classical_Def>
```

**FIG. 7**

7/11

## XML Structure

### Technical Content - Content Delivery Networking

```
<Classical_Def>  
  <Product_Verb>is</Product_Verb>  
  <Product_Article>a</Product_Article>  
  <Class_Description>packaging of Cisco's CSS 11150  
content services switch with network management  
services</Class_Description>  
  <Product_Relative_Pronoun> that </Product_Relative_Pronoun>  
  <Product_Description> enables ASPs, Web content  
providers, and e-commerce enterprises to optimize the  
performance of Web-portal or streaming media  
applications while ensuring the security and reliability of  
their network</Product_Description>  
  <Comp_Old_New>Content Delivery Networking  
(CDN) accelerates content delivery, overcoming latency  
and excessive bandwidth consumption issues inherent  
with previous networking solutions</Comp_Old_New>  
  <Teaser_Grabber>Optimize your e-commerce transactions  
and content-rich applications<Teaser_Grabber>  
  <Diffs>CDN supports your e-Business endeavors in three  
areas: application acceleration, filtering and access  
control to Intranet, Extranet, and Internet content, and  
business video.<Diffs>  
  <Diffs>Running on the Cisco Css 11150, Cisco Web NS  
Software intelligently determines how to best serve a  
user's content request. The CSS 11150 supports wire-  
speed flow forwarding between a client and Web server,  
based on the requested content's full URL, as well as user  
cookie and extensive resource verification  
information<Diffs>  
  <HowDoes>  
    <Product_HowDoes>CDN equipment learns where  
specific content resides, either locally or remotely,  
and dynamically selects the best Web server or  
cache for specific content requests  
(LDAP).<Product_HowDoes>  
    <Product_HowDoesExp> In a distributed Web site, the  
CDN switch performs comprehensive resource  
verification before routing user requests, ensuring  
they are directed to the location that has the best  
response time and the least load for the requested  
content. Local server selection is based on server  
load and application response time, as well as  
traditional least connections and round-robin  
algorithms. Global server load balancing is based on  
Domain Name System (DNS) and proximity by  
source IP address. Any application that uses  
standard Transmission Control Protocol (TCP) or  
User Datagram Protocol (UDP) protocols can also be  
load-balanced including firewalls, mail, news, chat,  
and lightweight directory access protocol.  
  </Product_HowDoesExp>  
  </HowDoes>  
</Classical_Def>
```

**FIG. 8**

## **Actual Output**

<b>Managerial Content</b>
<p>Looking for more efficient content management?</p> <p>Content Delivery Networking is a combination of equipment and managed network services that greatly improves the performance of content-rich network applications such as web-portal or video applications. Content Delivery Networking (CDN) accelerates content delivery to provide maximum availability. CDN provides the intelligence necessary to efficiently manage and distribute that content.</p> <p>CDN adds a layer of intelligence to your IP infrastructure to help optimize web site performance, deliver content efficiently, ensure content availability and security, and scale web sites and content-delivery systems.</p> <p>CDN equipment intelligently determines how to best serve a user's content request.</p> <p>CDN pre-populates frequently-accessed content--traditionally stored and served from a central location--at various branch locations.</p> <p>When a user at one of the branch locations requests that content, CDN equipment determines the best site--based upon user location and site and network loads--to send that content, and checks to see if the local version of that content is the most current version. If not, CDN equipment refreshes the content. If the local version is current, then the contents is delivered to the user from the local system.</p>

***FIG. 9***



**9/11**

## **Actual Output**

### **Technical Content**

Optimize your e-commerce transactions and content-rich applications.

Content Delivery Networking is a packaging of Cisco's CSS 11150 content services switch with SBC's network management services that enables ASPs, Web content providers, and e-commerce enterprises to optimize the performance of Web-portal or streaming media applications while ensuring the security and reliability of their network. Content Delivery Networking (CDN) accelerates content delivery, overcoming latency and excessive bandwidth consumption issues inherent with previous networking solutions.

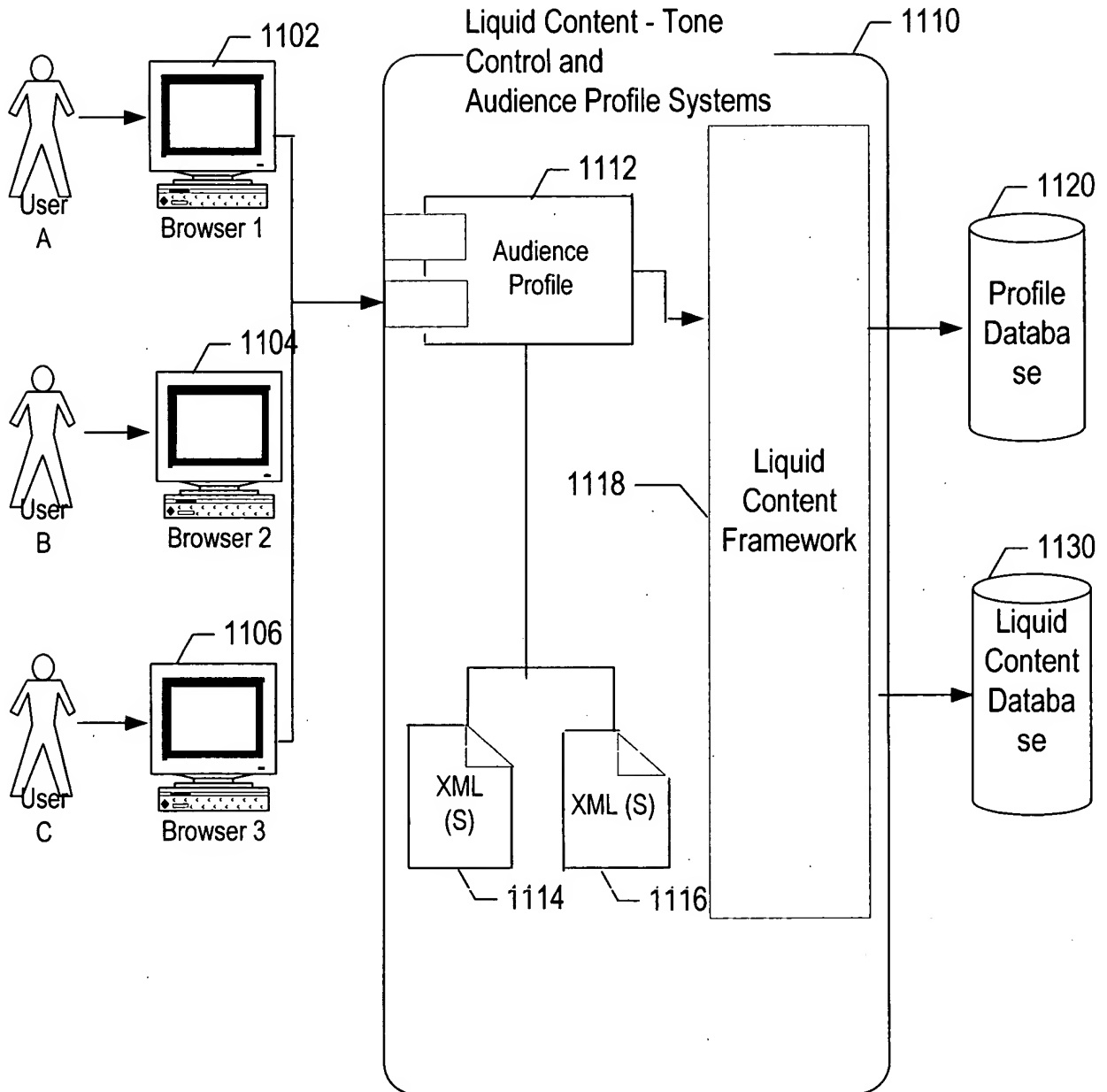
CDN supports your e-Business endeavors in three areas: application acceleration, filtering and access control to Intranet, Extranet, and Internet content, and business video.

Running on the Cisco CSS 11150, Cisco Web NS Software intelligently determines how to best server a user's content request. The CSS 11150 supports wire-speed flow forwarding between a client and Web server, based on the requested content's full URL, as well as user cookie and extensive resource verification information.

CDN equipment learns where specific content resides, either locally or remotely, and dynamically selects the best Web server or cache for specific content requests (LDAP). In a distributed Web site, the CDN switch performs comprehensive resource verification before routing user requests, ensuring they are directed to the location that has the best response time and the least load for the requested content. Local server selection is based on server load and application response time, as well as traditional least connections and round-robin algorithms. Global server load balancing is based on Domain Name System (DNS) and proximity source IP address. Any application that uses standard Transmission Control Protocol (TCP) or User Datagram Protocol (UDP) protocols can also be load-balanced including firewalls, mail, news, chat and lightweight directory access protocol.

**FIG. 10**

10/11



**FIG. 11**

11/11

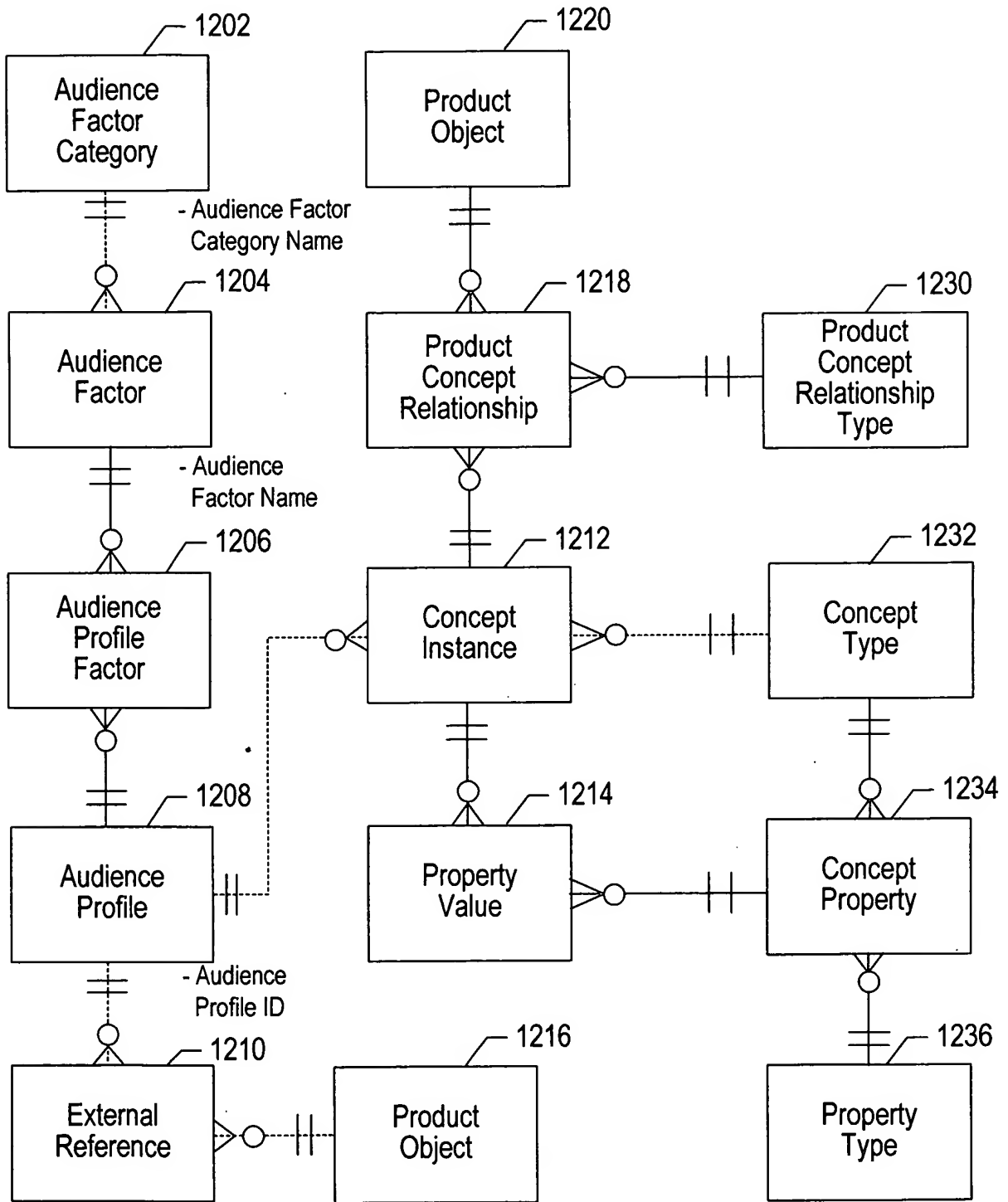


FIG. 12